RubberStamps.Net

February 19, 2016

NOTICE OF A DATA BREACH

To Our Customers:
Protecting our customers' information is of the utmost importance to us. We are notifying you that we recently determined there was unauthorized access to our systems potentially impacting approximately 7,000 of our customers nationwide. While we recognize that no company is immune to cyberattacks, we are committed to doing everything we can to protect our customers.

What Happened:
Several reports of unusual and/or unauthorized activity after shopping with us were received from our customers in a short period of time. As a result, we have been working in conjunction with law enforcement and a leading cybersecurity firm to investigate these reports. Based on our investigation, it appears that hackers used a security vulnerability in the WordPress blogging software to gain access to our order management system from November 3, 2015 to December 11, 2015. During that period, the hackers may have been able to access orders placed though our order management system.

What Information Was Involved:
While we do not have direct evidence that your information was stolen, the information that was possibly subject to unauthorized access includes your name, address, credit card number, billing and shipping address. Along with the information you submitted in order for us to manufacture the product your ordered, this is the only information we maintain about you.

What We Are Doing:
Within days of the reports, we removed the blogging software from our website and implemented numerous encryption, website and additional firewall precautions while our investigation was ongoing. We hired a reputable information cybersecurity company to identify potential security issues and resolve them as they are identified. We are using companies that have helped larger firms like Best Buy, Walmart, UPS and Apple with information security.

What You Can Do:
In general, it is important to safeguard your personal information. Some easy steps you can take include watching for possible phishing attacks (suspicious emails enticing you to click on attachments or links), avoiding calls or emails from unknown sources that solicit your personal information and using trusted security software that is set to update automatically. You should also remain vigilant by reviewing account statements and monitoring free credit reports. For more information on best practices visit www.onguardonline.gov. You should also report suspected incidents of identity theft to local law enforcement, your state's attorney general and the FTC. For more information, please review the Information about Identity Theft Protection on the reverse side of this notice. If you notice any suspicious activity specifically on your Rubberstamps.net account, please call our customer service center at 1-877-391-6369.

We have arranged for AllClear ID to protect your identity at no cost to you. The following identity protection service starts on the date of this notice and you can use them at any time during the next 12 months.

AllClear SECURE: The team at AllClear ID is ready and standing by if you need identity repair assistance. This service is automatically available to you with no enrollment required. If a problem arises, **simply call 877-313-1402** and a dedicated investigator will help recover financial losses, restore your credit and make sure your identity is returned to its proper condition.

For More Information:
While we are taking appropriate actions to handle this incident, I wanted to inform you of the situation personally. I take security very seriously and value your relationship with us. **We have established the following toll-free number to respond to any questions or concerns you may have about this incident. The toll-free number is 877-313-1402.**

I deeply regret any inconvenience or concerns this may have caused. The need to stay ahead of those who seek to do us and our customers harm is an ongoing priority; we will continue to do everything we can to protect our customers and our systems.

Sincerely,

Scott Lee
President and CEO, Superior Labels, Inc.
2390 Cumberland Square Dr.
Bettendorf, IA 52722

INFORMATION ABOUT IDENTITY THEFT PREVENTION

We recommend that you regularly review statements from your accounts and periodically obtain your credit report from one or more of the national credit reporting companies. You may obtain a free copy of your credit report online at www.annualcreditreport.com, by calling toll-free 1-877-322-8228, or by mailing an Annual Credit Report Request Form (available at www.annualcreditreport.com) to: Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA, 30348-5281. You may also purchase a copy of your credit report by contacting one or more of the three national credit reporting agencies listed below.

Equifax: P.O. Box 740241, Atlanta, Georgia 30374-02411-800-685-1111, www.equifax.com
Experian: P.O. Box 9532, Allen, TX 75013, 1-888-397-3742, www.experian.com
TransUnion: P.O. Box 1000, Chester, PA 19022, 1-800-888-4213, www.transunion.com

When you receive your credit reports, review them carefully. Look for accounts or creditor inquiries that you did not initiate or do not recognize. Look for information, such as home address and Social Security number, that is not accurate. If you see anything you do not understand, call the credit reporting agency at the telephone number on the report.

We recommend you remain vigilant with respect to reviewing your account statements and credit reports, and promptly report any suspicious activity or suspected identity theft to us and to the proper law enforcement authorities, including local law enforcement, your state's attorney general and/or the Federal Trade Commission ("FTC"). You may contact the FTC or your state's regulatory authority to obtain additional information about avoiding identity theft.

Federal Trade Commission, Consumer Response Center
600 Pennsylvania Avenue, NW, Washington, DC 20580
1-877-IDTHEFT (438-4338), www.ftc.gov/idtheft

For Residents of Maryland: You may also obtain information about preventing and avoiding identity theft from the Maryland Office of the Attorney General:

Maryland Office of the Attorney General
Consumer Protection Division
200 St. Paul Place, Baltimore, MD 21202
1-888-743-0023, www.oag.state.md.us

For Residents of North Carolina: You may also obtain information about preventing and avoiding identity theft from the North Carolina Attorney General's Office:

North Carolina Attorney General's Office
Consumer Protection Division
9001 Mail Service Center, Raleigh, NC 27699-9001
1-877-5-NO-SCAM, www.ncdoj.gov

Fraud Alerts: There are also two types of fraud alerts that you can place on your credit report to put your creditors on notice that you may be a victim of fraud: an initial alert and an extended alert. You may ask that an initial fraud alert be placed on your credit report if you suspect you have been, or are about to be, a victim of identity theft. An initial fraud alert stays on your credit report for at least 90 days. You may have an extended alert placed on your credit report if you have already been a victim of identity theft with the appropriate documentary proof. An extended fraud alert stays on your credit report for seven years. You can place a fraud alert on your credit report by calling the toll-free fraud number of any of the three national credit reporting agencies listed below.

Equifax: 1-888-766-0008, www.equifax.com
Experian: 1-888-397-3742, www.experian.com
TransUnion: 1-800-680-7289, www.transunion.com

Credit Freezes: You may have the right to put a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate a freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. In addition, you may incur fees to place, lift and/or remove a credit freeze. Credit freeze laws vary from state to state. The cost of placing, temporarily lifting, and removing a credit freeze also varies by state, generally $5 to $20 per action at each credit reporting company. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting companies listed above to find out more information.

Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. The following information should be included when requesting a security freeze (documentation for you and your spouse must be submitted when freezing a spouse's credit report): full name, with middle initial and any suffixes; Social Security number; date of birth (month, day and year); current address and previous addresses for the past five (5) years; and applicable fee (if any) or incident report or complaint with a law enforcement agency or the Department of Motor Vehicles. The request should also include a copy of a government-issued identification card, such as a driver's license, state or military ID card, and a copy of a utility bill, bank or insurance statement. Each copy should be legible, display your name and current mailing address, and the date of issue (statement dates must be recent). The credit reporting company may charge a reasonable fee of up to $5 to place a freeze or lift or remove a freeze, unless you are a victim of identity theft or the spouse of a victim of identity theft, and have submitted a valid police report relating to the identity theft to the credit reporting company.